Manvi Singh

UX Designer

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UX Designer with experience designing data-driven digital products and scalable design systems. Skilled in user research, interaction design, usability testing, and accessibility.

Skills

UX & Product Design: User Experience Design • User-Centered Design • Interaction Design • Information Architecture • User Flows • Wireframing • Prototyping • Responsive Design • Mobile-First Design • iOS & Android Design

UX Research & Testing: User Interviews • Usability Testing • Survey Design • Card Sorting • Affinity Mapping • Journey Mapping • Heuristic Evaluation • User Personas

Design Systems: Component Libraries • Design Tokens • Style Guides • Design Documentation • Design Specifications • Developer Handoff

Tools: Figma • FigJam • Adobe Illustrator • Adobe Photoshop • Adobe After Effects • Canva • Framer • Webflow

Analytics & Data: Google Analytics • Funnel Analysis • Product Metrics • Experimentation • A/B Testing • Behavioral Analytics

Accessibility: WCAG 2.1 AA • Inclusive Design • Accessibility Auditing

AI & Emerging Tech: Generative AI for UX • AI-Assisted Design • IBM Generative AI for UI/UX (Certification)

Collaboration: Agile • Jira • Notion • Linear • Miro • Confluence • PowerPoint • Keynote

Experience

JUNE 2025 - PRESENT - BOSTON, MA (REMOTE)

MassArt - UX Designer

- Led end-to-end redesign of a student registration and onboarding platform for 200+ students, improving course completion from 20% to 76% through research-driven interaction design and accessibility improvements.
- Conducted mixed-methods UX research including 15+ moderated usability tests and 40+ surveys, identifying workflow friction points and simplifying key tasks across the registration journey.
- Designed user flows, information architecture, and interaction patterns for a complex 8-step registration system with conditional logic and multi-role user states.
- Built and documented a scalable Figma design system with 50+ reusable components and design tokens, using FigJam and Miro for collaborative workshops and design alignment with engineering teams.
- Partnered with product managers and engineers to translate ambiguous requirements into production-ready design specifications and roadmap priorities.
- Ran hypothesis-driven A/B experiments on CTA placement and form structure to evaluate user engagement and completion behavior.

NOVEMBER 2021 - JUNE 2023 - GHAZIABAD, INDIA

Kiofki Enterprises - UX Designer

- Led end-to-end UX design for a D2C e-commerce platform, owning UX strategy, customer research, interaction design, and visual design across the purchase journey.
- Grew the platform to 500+ customers and increased checkout conversion from 6% to 18% (+200%) by redesigning the mobile-first purchase flow.
- Conducted 30+ customer interviews and analyzed behavioral analytics to identify drivers of cart abandonment and inform iterative improvements to the checkout experience.
- Designed scalable UI components and design system foundations in Figma to support seasonal campaigns and product launches.
- Used A/B testing and funnel analysis to evaluate design decisions and improve the repeat purchase experience.
- Collaborated with developers to deliver production-ready prototypes and design specifications.

JANUARY 2020 - OCTOBER 2021 - GURUGRAM, INDIA

Silverline Productions - Visual Designer

- Created illustrations, motion graphics, and promotional video assets for 20+ healthcare and education campaigns, using Adobe Illustrator, Photoshop, and After Effects to support government and enterprise communication initiatives.

JULY 2017 - DECEMBER 2019 - GURUGRAM, INDIA

Whoopy Entertainment - Visual Designer

- Designed mobile app UI and interaction flows for event discovery and ticketing experiences, creating wireframes and high-fidelity screens that improved navigation clarity and supported a more consistent in-app visual system.

Academic Projects

- **Mintyfi - Financial Dashboard** -Conducted user interviews and designed high-fidelity Figma prototypes for a financial analytics dashboard, improving information hierarchy and reducing manual review effort.
- **SNAP Renewal System** - Defined the problem space and designed bilingual, WCAG-compliant user flows for a benefits renewal system validated through co-design workshops and usability testing.
- **Edutake** - Designed AI-assisted UX flows for a learning platform, applying human-centered design principles to support safe, inclusive content delivery.
- **SprintHire** - Designed an onboarding experience for a human-plus-AI workflow using Cursor and Bolt, improving response accuracy to 83% and reducing support workload.

Education

SEPTEMBER 2023 - MAY 2025 - BOSTON, MA

MassArt - (M.Des) Master of Design in Design Innovation

- **Relevant Coursework -** Human-Centered Design, UX Research & Ethnography, Interaction Design & Storytelling, Prototyping Lab, Product & Service Innovation, Business Models & Stakeholders, Brand Development, MIT AI Ventures

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